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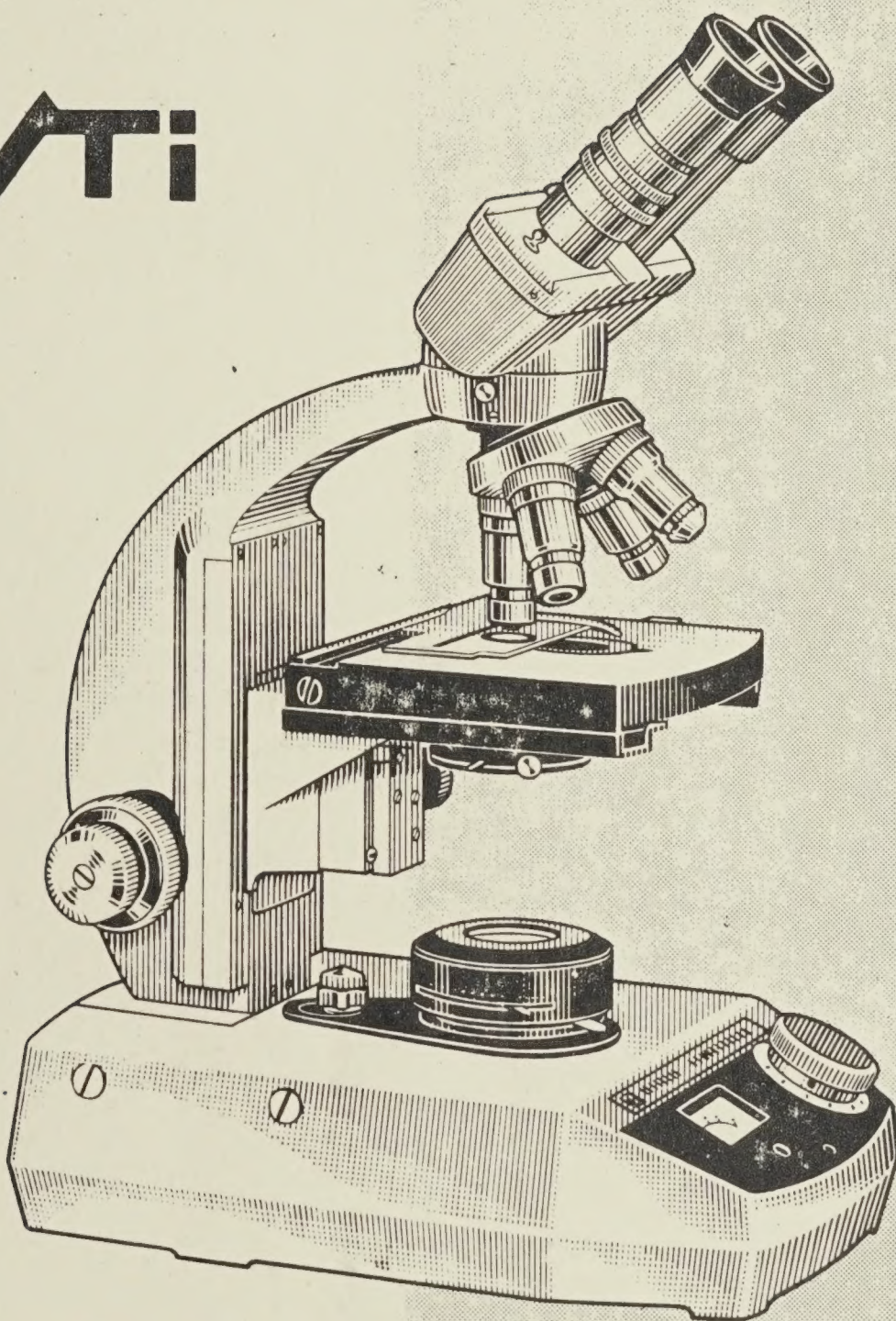
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# **Annual Report 1972-73**



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ANNUAL REPORT

1972 - 1973

SUBMITTED TO THE BOARD OF TRUSTEES



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## PREFACE

The 1972-73 Annual Report has been assembled to present an overall review of the year's activities. In presenting the results of one year's efforts, we hope to provide information which will illustrate the true involvement of the Institution in providing a quality educational program to the citizens of the Catawba Valley Area, as well as the Institution's commitment to the people.

Unfortunately, we are unable to illustrate the personal impact which CVTI has on the vast number of people who rely on the Institution which will, in turn, have a direct bearing on Catawba County. The economic, social, governmental, and skilled labor results are immeasurable. I believe that the very fact that 25,256 people (1,886 curriculum and 23,370 Continuing Education) rely on CVTI services illustrates the impact which CVTI has in the community.

Therefore, we submit the 1972-73 Annual Report for your consideration. Special thanks is extended to the Trustees for their leadership and understanding, to the Administration of



Catawba Valley Technical Institute for managing the various facets of the Institute, and to the staff who played a major role in the success of the Institution.

Robert E. Paap, President



## SUMMARY

Catawba Valley Technical Institute experienced a very successful 1972-73 calendar year. During the calendar year, the Institute was involved in many tasks which have a direct bearing in providing quality education to the citizens of the area. Some of the major tasks are as follows: Completion of our Self-Study; visitation of the Southern Association Accreditation Team; revised our articulation program; appointment and organization of 27 new advisory committees; emphasis and further development of individualized instruction; two new programs, one in Industrial Management, and the other in Electronic Servicing; and a continuation of the developmental studies program.

As the result of the combined efforts, the Institution realized a curriculum enrollment of 1,886 students. This was a 15% increase over the previous year. The Continuing Education Division enrollment 23,370 students for a 3% increase. We believe that the figures illustrate student participation, acceptance, approval, and most certainly establish a sound basis on which to show that CVTI is meeting the needs of the people.

Students attending CVTI come from many different sources and areas; it is interesting to note that 60% of our day students



and 70% of the evening students come from Catawba County. Veterans comprise a large number of the curriculum student body. Five hundred and eighty-eight veterans were enrolled, or a 71% increase over the previous year. Two facts stand out with the veteran student, one they are usually more mature and better students and, secondly, they create a vast amount of paper work, over and beyond the normal work load.

We also note a continued increase of female students attending CVTI. Statistics show that 41.5%, or 782 students, in the curriculum program were female. This would definitely indicate that the females are seeking education in a wider range of programs than before. It can also be assumed that females with families who have been out of work for some time desire to enter the labor market.

The 1972-73 Calendar Year marks the first complete attempt on the part of CVTI to have a broad, comprehensive, up-to-date community relations program. The prime objective is to keep the public informed of what CVTI is doing and to accomodate the public needs.

Extensive use of the news media has been made on an organized basis, telling the public basicly what CVTI is offering in the way of instruction, events which are taking place, and the results which have occurred with students and industry. Numerous



publications have been developed to better inform the public and illustrate educational offerings.

Our intent for the future is to refine, consolidate, and better organize our complete community relations program. In accomplishing this goal, major consideration for successful development depends on space availability and personnel, both problems to date have not been resolved.

The fiscal affairs office of the Institute continues to grow in responsibility and problems. In this office are the combined responsibilities of budgeting, purchasing, reporting, physical plant and grounds amintenance operation, bookstore, food service, and inventory control. The problems multiply each month from the lack of adequate space, office personnel and maintenance personnel, all which are impossible to solve under present conditions.

Total operating funds for the 1972-73 fiscal year amounted to \$1,733,930 from the State of North Carolina and \$221,038 from Catawba County. In addition, CVTI received \$46,306 in special grants for special projects.

Of the operating funds, 88.7% were from State and 11.3% from the County. The County participation represents the smallest percentage of revenue received from the County since 1962-63. A further analysis shows that the state resources increased by 21.3% and County resources decreased by 5.7% for the 1971-72 fiscal year.



Capital funds received from the County (Primarily a County obligation) amount to \$77,535 from an original budget request of \$1,452,559.41. The reduction of Capital Revenue resulted in a continued delay of the East Wing and Warehouse projects, which are our major problem sources.

Two projects of great value were accomplished during the 1972-73 fiscal year in that a new parking area for 256 cars was completed and the Institute was able to purchase 6.29 acres of land West of the campus for additional parking and expansion.

During the past calendar year, CVTI has progressed steadily with respect to our educational programs and service to students. The Institute continued to show growth, comprehension, and diversity in programming courses and continues to have a high moral factor among the students, faculty, and administration. Our major concerns and difficulties in administering programs offered by CVTI compounded themselves considerably during the past two years, with no indication of any relief in the foreseeable future.

Although the Institute has enjoyed an excellent year of productive efforts, the problems confronting our Administration are increasing in both number and complexity. It should be pointed out that these problems are not confined to CVTI; but are a concern of most institutions of this type. Some of the problems are not new in that they have been pointed out periodically in previous annual reports, as well as in various meetings of the Trustees. As previously stated, most of the problems facing us, to



a certain degree, will be new and acceptable solutions will have to be forthcoming in the months ahead. The problems most pressing are:

1. Hour and Wage

It is obvious that one of our more pressing needs will be a reevaluation of employment practices as they apply to salaries, educational experience, teaching experience, and the functions for which personnel are employed.

2. Affirmative action Program by Executive Order 11246

This involves the reevaluation, employment practices, institutional policies, records, and yearly employment analysis.

3. Division of Personnel Policies

All personnel policies in the months ahead will have to be reevaluated to comply with Federal and State Regulations. This involves tremendous amounts of coordinating due to the overlapping and different regulations as administered by the different entities, which have a portion of the responsibility as required by law.

4. State Long-Range Study

The State Board of Education in a recent memorandum made it mandatory that a long-range study be conducted, compiled and registered in the Raleigh Office no later than June 30, 1974. This task will be time consuming and expensive. It also duplicates efforts which have taken place in recent years.



## 5. Legal Counsel

It is becoming imperative that legal counsel be retained on behalf of the Institution and to represent the Institution in interpreting State and Federal problems as they arise.

## 6. Physical Facilities Personnel

With the tremendous responsibilities being thrust upon us from the administrative position, the administration is experiencing extreme difficulty in fulfilling the requirements which are being demanded of it.

The lack of adequate physical facilities from the administrative point of view, in relationship to instruction, learning resource center, and the lack of adequate personnel are creating extreme hardships in meeting the aforementioned problems. In some cases, money is available for personnel to carry out such tasks, but there is absolutely no place in which to house additional personnel to make the Institution function more efficiently.

Five years ago, the Institution worked primarily with the State of North Carolina and the local industrial and business people. Today, our Institution is involved with numerous Federal agencies, State agencies, County Government agencies.

In submitting the 1972-73 Annual Report, it is our intent to show that considerable progress was made during the past year in providing a quality, comprehensive program of education to the



constituents of the Catawba area. The Institution is proud of its contribution and the reputation it has earned throughout the State of North Carolina. Its services are immeasurable and the benefits rewarding. The achievements have been accomplished in spite of the numerous and tremendous handicaps.



## INSTRUCTIONAL DIVISION

### ENROLLMENT

As indicated in Table 1, the enrollment for all occupational curriculum programs during 1972-73 increased by 15 percent, consistent with enrollment growth rates for the previous three years. However, full-time equivalent students increased by only six percent. This comparison points out the changing pattern of student enrollment from that of primarily full-time status to more part-time attendance, especially during evening hours. Significant increases in enrollment and full-time equivalent students were experienced in the engineering and environmental and life sciences division.

Complete reporting of enrollment statistics along with an analysis of the data can be found in the report of the Student Services Division.

### ARTICULATION PROJECT

A continuous effort to assist high school graduates in making decisions on occupation careers was begun during the year. Working cooperatively with local secondary schools, the following aspects of the project were completed:

1. A CVTI Articulation Committee was appointed to include the Dean of Instruction, Chairman of the Business Division, electrical instructor, and a student services counselor.



TABLE 1

STATISTICAL SUMMARY OF OCCUPATIONAL CURRICULUM PROGRAM  
1972-73

Division	Enrollment		Average Full-Time Student Equivalents Per Quarter	
	1971-72	1972-73	1971-72	1972-73
		Percent Increase		Percent Increase
Business Technology	1,097	1,240	350.5	335.1
		13%		-4%
Engineering Technology	323	395	180.2	214.6
		22%		19%
Environmental & Life Sciences	145	172	126.9	174.2
		19%		37%
Furniture	78	79	73.8	73.0
		1%		-1%
Related	NA	NA	177.9	170.0
		NA		-4%
TOTAL	1,643	1,886	909.3	966.9
		15%		6%



2. School superintendents in the local administrative units were contacted concerning the project. Each superintendent approved the objectives of the project and voiced their support of the project.
3. A two-week workshop for high school counselors and teachers was held in June to identify articulation problems and recommend solutions for the problems.

Additional phases of the project will include joint workshops involving CVTI instructors and high school teachers, the development of a system to provide more detailed occupational and educational information to high school counselors and vocational teachers, and cooperative planning in occupational education programs with secondary schools.

#### ADVISORY COMMITTEES

An advisory committee for each curriculum was established during the year to review curriculum objectives and minimum skills expected of graduates. Approximately 145 representatives from business and industry were appointed to serve on the committees.

#### CURRICULUM OBJECTIVES

Quality of instruction is always of concern to CVTI. During this year, as a method of working on instructional quality, curriculum objectives and goals were redefined. Specifically, the following procedures were used:

1. A concise curriculum description was written.
2. Job titles and occupational categories were listed to identify work opportunities available to graduates of each curriculum.



3. A list of minimum skills to be developed by each graduate was made. These skills and abilities were determined by investigations into employer policies for entry level employment for the job titles previously identified. Advisory committees and industry and business surveys were used to assist in determining minimum skills necessary for employment.
4. Occupational competencies expected of graduates after an orientation and short company training program were also developed.

The curriculum objectives serve as guideposts for determining subject matter depth, evaluation of instructional procedures and materials, and provide for consistent information to be used by counselors and advisors in discussing CVTI educational programs with students.

#### INDIVIDUALIZED INSTRUCTION

A serious but cautious effort has been made during the year to develop individualized instructional materials. These materials along with the method of teaching by objectives allows students to begin and progress in courses at various levels and rates. In the limited pilot courses completed to date the results have been very encouraging. Items among the positive results include a decrease in drop-outs, increase in student satisfaction and amount of progress toward occupational goals, a closer student-instructor relationship, and greater flexibility in course scheduling. The results also indicate, however, that certain problems such as high materials costs, the large amount of time involved in writing individualized courses, and inadequate



facilities for independent student work limit the number and type of courses that presently can be individualized.

#### NEW PROGRAMS

Two curriculum programs were developed and implemented during the 1972-73 school year.

The Associate Degree Program in industrial management was offered for the first time during the winter quarter and attracted 29 students. Its primary purpose is to assist present and potential supervisors in developing supervisory skills at the first line and mid-management levels. Courses in the curriculum are offered primarily at night for the convenience of employees wanting to further their education.

Upon the request of local radio-TV servicing businesses and the Electronic Industries Association, an electronic product servicing curriculum was developed. The one-year evening program is designed to prepare servicing technicians for home electronic products. Twenty-six students registered in the first classes which began during fall quarter of 1973.

#### DEVELOPMENTAL STUDIES PROGRAM

With the assistance of a federal grant administered by the Appalachian Consortium, CVTI implemented a developmental studies program during the 1972-73 year. After considerable research, it was concluded that individualized instructional methods were the best solution to the problems involved in teaching low achievers and disadvantaged students.



A pilot group of 30 students in the business division were chosen to test the developmental methods. The English grammar, reading comprehension, business mathematics, and introduction to business courses were offered to students enrolled in the program.

The student retention rate in the program was 100 percent for the fall quarter and 93 percent for the winter and spring quarters in which two students dropped out for personal reasons.

Although the students chosen for the program had significantly lower aptitude test scores than the average students, their final course grades reflected no significant differences from that of the general student population taking the same courses under traditional instruction. This seems to indicate that given enough time and individualized instruction, the under-achieving student can successfully complete college level work.

For the 1973-74 year, the developmental studies program will be expanded to include students enrolled in the engineering division. Similar procedures will be used where applicable.

#### CONTINUING EDUCATION

The objective in the continuing education division is to offer meaningful learning experiences through non-credit courses for adults. This objective is realized by community residents in ways varying with their needs. Persons wanting to learn basic



academic skills enroll in the adult basic education and adult high school diploma programs. General adult courses are offered for cultural improvement and offers skills and knowledge that can be used in a socially acceptable manner to occupy leisure time. Occupational extension programs are offered to assist persons to increase their earning power through job upgrading and improvement.

Table 2 summarizes the continuing education enrollment and average full-time equivalent students for the 1972-73 and 1971-72 years. Although significant changes are evident when comparing individual programs from one year to the next, the total change for the continuing education division is slight.

A seemingly large increase or decline in enrollment reflects the ability of this type of educational program to accelerate efforts in areas when the demand is great and curtail course offerings when the need decreases. An example of this flexibility is the number of courses offered during the 1971-72 year for local companies in training employees on requirements for the Occupational Safety and Health Act. The need for this training decreased during the 1972-73 year. This in part contributed to the decrease in enrollment in the occupational extension program. Likewise an increasing demand was experienced during the 1972-73 year for upgrading courses for employees in hospitals and other health related agencies, resulting in a higher enrollment in that area.



TABLE 2

STATISTICAL SUMMARY OF CONTINUING EDUCATION PROGRAM  
1972-73

Division	Enrollment		Percent Increase		Average Full-Time Student Equivalents Per Quarter		Percent Increase	
	1971-72	1972-73			1971-72	1972-73		
General Adult	9,679	11,267		16%	392.2	427.0		9%
Occupational Extension	9,730	7,452		-23%	369.1	288.6		-22%
Occupational Health	1,564	3,044		95%	43.5	75.4		73%
Learning Laboratory	452	525		16%	17.8	25.7		44%
SUBTOTAL	21,425	22,288		4%	822.6	816.7		-1%
Adult Basic Education	805	738		-8%	73.9	105.0		42%
MDTA & Self-Supporting	462	344		-26%	11.9	27.4		130%
TOTAL	22,692	23,370		3%	908.4	949.1		4%



TABLE 3

STATISTICAL SUMMARY OF TOTAL INSTRUCTIONAL PROGRAM  
1972-73

Division	Enrollment		Percent Increase		Average Full-Time Student Equivalents Per Quarter		Percent Increase	
	1971-72	1972-73			1971-72	1972-73		
Credit:								
Day	968	927	-4%		802.4	789.0	-2%	
Evening	675	959	42%		106.9	177.9	66%	
SUBTOTAL CREDIT	1,643	1,886	15%		909.3	966.9	6%	
Continuing Education:								
General Adult	9,679	11,267	16%		392.2	427.0	9%	
Occupational Extension	9,730	7,452	-23%		369.1	288.6	-22%	
Occupational Health	1,564	3,044	95%		43.5	75.4	73%	
Learning Laboratory	452	525	16%		17.8	25.7	44%	
SUBTOTAL CONTINUING EDUC.	21,425	22,288	4%		822.6	816.7	-1%	
Adult Basic Education	805	738	-8%		73.9	105.0	42%	
MDTA & Self-Supporting	462	344	-26%		11.9	27.4	130%	
TOTAL	24,335	25,256	4%		1,817.7	1,916.0	5%	



The average number of students per course in the continuing education division was 17, with 20 for occupational and health extension, 16 for general adult, and 14 for adult basic education.

Based on salaries paid for instruction only, the cost per full-time equivalent student was \$65.54 in occupational and health extension courses, \$68.07 in general adult education courses, and \$111.38 in adult basic education courses.

#### PERSONNEL

A quality educational program is highly dependent upon competent and interested faculty and staff. The factors of quality instruction, student-instructor rapport, success of present and former students, and excellent support services by secretaries, administrators and other staff all indicate that the CVTI personnel are of high caliber.

The following are facts related to instructional division staff:

1. Eighty full-time persons were employed in the instructional division as of September 1, 1973. This number includes ten secretaries and library technicians, 59 instructors, and eleven administrators and coordinators.
2. Over 500 individuals from businesses, industries, and other educational institutions were employed on a part-time basis to teach.
3. Of the 59 full-time instructors, 27 have masters degrees, 22 have bachelors degrees, five have associate degrees, and five have high school diplomas as maximum academic credentials.



4. Of the eleven administrators and coordinators, one has a doctors degree, seven have masters degrees, two have bachelors degrees, and one has an associate degree as maximum academic credentials.
5. An eleven percent turnover in staff was experienced in the instructional division during the 1972-73 year. By employment category the turnover was 30 percent for secretaries and library technicians, seven percent for instructors, and 20 percent for administrators and coordinators.
6. An evening supervisory position was allotted to the instructional division. The individual working in this capacity will assist the Evening Director in his responsibilities.
7. Two learning lab coordinator positions and one secretarial position were deleted from the instructional division staff. The individuals employed in these positions were assigned to the CVTI Statesville extension unit and were employed by Mitchell Community College as this institution became a member of the Department of Community Colleges.
8. Table #4 contains comparisons of staff average ages, length of employment, and teaching load for instructional personnel during the 1970-71, 1971-72, and 1972-73 years.

It is unfortunately impossible to quantify or measure objectively the progress made by Catawba Valley Technical Institute in reaching its most important goal -- to impart knowledge and teach skills that are useful to persons in gaining employment and reaching their personal goals. These facts can only be enumerated in the minds of those individuals who will benefit the most from our efforts -- the students and graduates.

This annual report is therefore a summary of offerings and enrollments in programs that we conclude are of value to residents of the Catawba Valley.



TABLE 4

## SUMMARY OF PERSONNEL CHARACTERISTICS

Category	1972-73	1971-72	1970-71
Average Age: Years			
Instructors	39.3	38.2	39.1
Administrators	39.2	39.4	39.2
Secretaries	24.8	23.8	22.5
Average Length of Employment: Years			
Instructors	4.9	4.3	3.7
Administrators	4.1	4.1	5.2
Secretaries	2.1	1.9	1.1
Average Teaching Load: Hours Per Week			
Instructors (excluding dept. chm.)	17.8	17.6	18.9
Department Chairmen	8.9	12.9	15.1



## LEARNING RESOURCE CENTER

In an attempt to plan a Learning Resource Center that would be functional, the President appointed an eight-member committee to develop educational specifications. The committee worked closely with the administration, faculty, and architects in developing these specifications. The Center will provide space for 150 patrons, 30,000 volumes and areas for printing, audiovisual, graphics, audio production, and offices and staff work space. When constructed the new structure of 12,000 square feet will relieve the extreme over crowding that exists in the present facility.

Two instructors, C. T. Fox and Vivian Estep, have volunteered to serve the Center as part-time educational consultants for the coming year. They will serve as liaison between the faculty and the Center in the development of local materials. This is a vital task indeed, as the institution continues to produce an ever-increasing number of programs for individualized instruction. As the trend toward individual instruction grows, so will the demand for locally produced materials, as suitable commercial materials are not available. It seems evident that a full-time educational consultant will be required in the near future if maximal instruction is to be available for our students.



The printing division has added an electric 19-ring hole punch and a folding and inserting machine to increase speed and conserve secretarial time. The demand for quick, convenience, quality printing continues to accelerate. Over the last four years, offset copies printed increased from 194,778 copies to 693,263 for an approximate increase of 71 percent. Although printing time has been stepped up in an attempt to meet the increased demand, a dependable full-time printer is needed now to provide a full-service operation.



1972 - 73  
TOTAL MEDIA COLLECTION  
Table I

Books	16,845	
Filmloops	23	
Films, 16mm	152	
Filmstrips	673	
Kits	4	
Microfilm	479	
Models	35	
Records	166	
Slide Trays (1,723 slides)	41	
Slides	1,919	
Sound Filmstrips	299	
Tape Cassettes	34	
Tapes	90	
Transparencies (1,359)	50	sets
Video Tape	10	

CIRCULATION  
Table II

Books	11,344
Films - Borrowed	486
Films - Borrowed for Preview	53
Films - CVTI	774
Filmstrips	196
Records	273
Slides	3,956
Sound Filmstrips	334
Sound Filmstrips - Preview	73
Tapes	20
Transparencies	1,010

PRINTING  
Table III

Total Copies	693,263
Electrostatic Masters	5,568
Reflex	933
Transparencies	1,367
Slide Production	2,740
Tape Duplication	1,299
Scott Engraver	133
Art Work	9
Punched Copies	9,515



## STUDENT SERVICES

### THE STUDENTS

ENROLLMENT: Student enrollment in credit classes showed a strong 14.8 percent increase during 1972-73. Table I, Enrollment by Curriculum, shows 1886 curriculum registrations - 243 more than in 1971-72. The increase was attributable to the rapid growth of night students. Evening credit students increased by 284 (42.1%) while day enrollment decreased by 41 (4.2%). The increase in evening enrollees resulted primarily from special students (+34.5%).

Although the number of students in 1972-73 increased almost 15 percent, the Full-Time Equivalents (FTE) rose only some two percent. Based upon fall quarter FTE's, CVTI ranked 13th in the DCC System of 56 institutions. This was two positions higher than the previous fall.

CHOICE OF PROGRAM: TABLE I, ENROLLMENT BY CURRICULUM AND DIVISION, shows that the Life Science, Engineering, and Furniture Divisions showed enrollment growths of 30.3 percent, 9.3 percent, and 14.8 percent respectively. The Business Division enrollment, overall, decreased by one student (0.2%). Day enrollment in this division decreased by 16.5 percent.

Of the twenty-four curriculums listed, 16 of 24 showed enrollment increases. Those with the greatest increases were Recreational Grounds Management (133.3%); Electrical Installation (64.3%); Farm Co-op (50.0%); Upholstery Sewing (34.5%); Special Students (34.5%); and Electromechanical (30.7%).



TABLE I  
ENROLLMENT BY CURRICULUM AND DIVISION  
DAY AND NIGHT

1971-72 COMPARED WITH 1972-73

CURRICULUM	1971-72			1972-73					
	DAY	NIGHT	TOTAL	DAY	%	NIGHT	%	TOTAL	%
Ag Business	18	1	19	8	-55.6	4	300.0	12	-36.8
Farm Co-op	-	14	14	-	-	21	50.0	21	50.0
Landscape	13	-	13	16	23.0	-	-	16	23.0
Opr. Rm. Tech.	15	8	23	7	-53.3	20	150.0	27	17.4
Pract. Nursing	45	-	45	54	20.0	-	-	54	20.0
Rec. Grnds.	18	-	18	42	133.3	-	-	42	133.3
SUBTOTAL	109	23	132	127	16.5	45	95.7	172	30.3
Accounting	73	6	79	60	-17.8	24	300.0	84	6.3
Bus. Admin.	150	38	188	119	-20.7	93	144.7	212	12.7
Data Proc.	89	56	145	74	-16.9	31	-44.6	105	-27.6
Indust. Mgt.	-	-	-	-	-	29	N/A	29	N/A
Secretarial	139	9	148	125	-10.1	11	22.2	136	-8.1
Traffic & Trans.	34	1	35	27	-20.6	1	0	28	-20.0
SUBTOTAL	485	110	595	405	-16.5	189	71.8	594	-0.2
Automotive	46	-	46	48	4.3	-	-	48	4.3
Arch. Dftg.	52	-	52	52	0	-	-	52	0
Elec. Inst.	42	-	42	69	64.3	-	-	69	64.3
Electro-mech.	13	-	13	17	30.7	-	-	17	30.7
Electronics	50	-	50	50	-	2	N/A	52	4.0
Ind. Eng.	6	25	31	9	50.0	26	4.0	35	12.9
Mach. Shop	14	-	14	8	-42.9	-	-	8	-42.9
Mech. Dftg.	20	-	20	12	-40.0	-	-	12	-40.0
SUBTOTAL	243	25	268	265	9.0	28	12.0	293	9.3
Furn. Dftg.	22	2	24	26	18.1	-	-	26	8.3
Furn. Prod.	31	23	54	28	-9.7	25	8.7	53	-1.9
Upholstering	22	20	42	20	-9.1	17	-15.0	37	-11.9
Uph. Sewing	11	15	26	13	18.2	23	53.3	36	38.5
SUBTOTAL	86	60	146	87	1.1	65	8.3	152	4.1
Spec. Students	45	457	502	43	-4.4	632	38.3	675	34.5
TOTALS	968	675	1643	927	-4.2	959	42.1	1886	14.8



Curriculums showing lower enrollments included Ag Business (-36.8%) in the Life Science Division. In the Business Division were Data Processing (-27.6%); Secretarial (-8.1%); and Traffic and Transportation (-20.0%). It should be noted, however, that day enrollment dropped in every curriculum in this Division.

Within the Engineering Division, Machine Shop (-42.9%) and Mechanical Drafting (-40.0%) decreased. In the Furniture Division, Furniture Production declined 1.9% and Upholstery 11.9%.

For accurate evaluation of this data, the numbers of students involved in decreases should be given close attention.

CHARACTERISTICS: Selected group characteristics of CVTI students continue to be of importance in administrative and instructional planning, student services and recruitment, and, even more importantly, in teaching. For example, the percentage of credit students living in Catawba County continues to rise slowly with almost 60 percent of day students and more than 70 percent of evening enrollees from "home". The percentage of both day (18.9%) and night (8.9%) students from Iredell County, the second largest source of credit students, reached new peaks this year. Should history repeat itself, the opening of Mitchell College as a member of the Department of Community Colleges will reduce by almost 50 percent, over a two-year period, the number of enrollees from Iredell County.

The percentage of students from Burke (5.2%) and Caldwell (1.1%) counties continued to decline while Lincoln (5.7%) and Alexander (5.7%) ranked third in the percentage enrolled.



The high schools from which most CVTI students graduated were Hickory (394); St. Stephens (174); Newton-Conover (141); Fred T. Foard (124); Alexander Central (98); South Iredell (68); Bunker Hill (64); and Statesville (48).

The increasing number of veterans continues to have considerable influence upon instruction, planning, recruitment and "paperwork". The 588 veterans, an increase of 71% over last year, comprised better than 31 percent of the total enrollment. As a direct result of this growth, federal funds have been provided to implement a needed full-time veterans service program on the CVTI campus during 1973-74.

The number of veterans enrolled in day classes increased 56 percent while those attending night classes rose 111.0 percent. Programs with the largest number of veterans include Business Administration (126); Data Processing (54); Electrical Installation (39); Accounting (33); and Automotive (31). It is estimated that more than \$140,000 were received by these students under the Vietnam G.I. Bill.

Finally, for the first time in several years there was an increase in the percentage of female students enrolled. Primarily resulting from increased numbers of special students, 41.5 percent (782) were female compared to approximately 33 percent in past years. Little further change may be expected until programs of study are added to attract females.



WITHDRAWALS: There was a drastic drop in the number of withdrawals in 1972-73. Only 208 students withdrew (excluding special students). This was 52.8 percent fewer than last year. The dropout rate was 17.2 percent.

In all divisions the withdrawal rate was significantly lower than in 1971-72. The divisional rates were: Life Science (12.2%); Business (19.6%); Engineering (20.4%); and Furniture (9.2%).

Only five curriculums had withdrawal rates above twenty percent. These were Business Administration (33.3%); Data Processing (22.7%); Secretarial (22.7%); Electromechanical (23.5%); Electronics (21.1%) and Auto Mechanics (29.1%). Notably low dropout rates (less than 10%) were noted in Farm Co-op, Furniture Drafting, Furniture Production, Practical Nursing, and Upholstering.

GRADUATES: The 1972-73 graduates numbered 23 more than the previous year and totaled 286. TABLE II, GRADUATES: CLASSES OF 1972 AND 1973, indicates that the Life Science, Business and Engineering Divisions had more completions this year than last with only the Furniture Division showing a decrease.

Curriculums having significant increases in the number of graduates include Practical Nursing, Secretarial, and Business Administration. Notable decreases were in Horticulture, Traffic and Transportation, Machine Shop, and Furniture Production.



TABLE II  
GRADUATES: CLASSES OF 1972 AND 1973

CURRICULUM	MALE	1973 FEMALE	TOTAL	1972
Ag Business	4	-	4	6
Practical Nursing	-	50	50	36
Ornam. Hort.	-	1	1	4
Rec. Grounds	6	-	6	5
SUBTOTAL	10	51	61	51
Accounting	10	10	20	25
Bus. Admin.	37	9	46	38
Data Proc.	15	4	19	20
Secretarial	-	34	34	22
Traffic & Tran.	4	-	4	10
SUBTOTAL	66	57	123	115
Architectural Dftg.	11	1	12	12
Auto Mechanics	33	-	33	28
Elec. Install.	13	-	13	0
Electromechanical	4	-	4	4
Electronics	12	-	12	13
Ind. Eng.	1	-	1	0
Machine Shop	4	-	4	9
Mechanical Design	6	-	6	7
SUBTOTAL	84	1	85	73
Furniture Dftg.	5	-	5	5
Furniture Prod.	12	-	12	19
SUBTOTAL	17	-	17	24
TOTALS	177	109	286	263



As usual, a very successful annual follow-up study was completed. Of the 1972 graduates, more than 90 percent were employed in positions related to their training at CVTI. Salaries ranged from \$45.00 to \$225.00 per week. The average weekly wage was \$113.05 - \$10.96 (10.7%) higher than for the 1971 graduates. The average weekly salary by division was as follows: Engineering, \$131.00; Furniture, \$120.00; Life Science, \$113.20; Business, \$110.40; and Vocational, \$106.00.

#### SERVING THE STUDENTS

INFORMATION SERVICE: A significant increase in the quantity and quality of information, public relations, articulation and recruitment efforts for this past year is noteworthy. Contacts with the public schools and other community agencies increased as heavy emphasis continued upon recruitment of students from high schools. Development of new audio-visual materials and greater participation of instructional staff increased the effectiveness of recruitment efforts.

Also contributing to the recruitment effort were the special programs for the disadvantaged and handicapped as well as veterans. Definite gains in enrollment of students in these categories warranted the efforts. Special federal funding provided a full-time staff member to recruit the disadvantaged and handicapped. The greatest deterrents to greater success in recruiting these individuals were:



(1) limited cooperation of most community agencies, (2) inability to identify by name and address such individuals, and (3) the limited numbers within these groups who reside in the area.

The admission of Mitchell College to the Department of Community Colleges will add pressure to recruiting efforts just to maintain the current enrollment plateau. The addition of new programs, the expansion of evening programs, and expanded, up-dated facilities appear as dire needs to maintain or slightly increase enrollment.

A second imperative in the information service is dissemination of accurate, realistic, and factual data regarding the Institute and its programs.

ORIENTATION: Diploma and degree seeking students were oriented to CVTI staff, facilities, policies and procedures each quarter. To make the program more viable, interesting, and valuable to entering freshmen, sophomore students were provided training in group leadership techniques and they conducted the fall, 1973, orientation. Two student leaders quite effectively conducted orientation for each group of ten students.

Additional involvement of advisors and registration prior to orientation may further improve the program. Less than ten percent of the evening students asked to participate in an evening program did so.

COUNSELING: Contrary to expectations of some CVTI staff members, counseling continues to increase and there have been no



efforts to de-emphasize this service. As enrollment has risen, counseling continues to increase.

Particular emphasis has been placed on counseling the disadvantaged, prisoners on study-release, and MDTA students. With the latter group, a counselor has taught a human relations course and provided group and individual counseling.

A two-quarter survey of contacts with evening students again indicated the greatest number of contacts occur just prior to and after the beginning of the quarter. As few as one or two persons are seen some evenings with the two-quarter average being 6.6 persons contacted per evening. Additional personnel were assigned evening duty during peak periods during the summer and fall quarters. Continued rapid growth of evening programs may necessitate re-evaluation of the program for night students. Essential, however, will be the coordination of day and evening services to prevent fragmentation of programs and services, and also to better serve the increasing numbers of students enrolling in both day and evening courses.

TESTING: CVTI testing services remained essentially the same during 1972-73. More than 600 tests of all classifications were administered in conjunction with counseling, admissions, and classroom instruction. Testing will increase tremendously in 1973-74 as Student Services resumes the Adult High School testing program.



Arranging for the administration of the General Aptitude Test Battery on campus by the Employment Security Commission was a major breakthrough in service to applicants. It was effective and beneficial to both CVTI and the ESC.

FINANCIAL AID: Although tuition and expenses for attending CVTI are low in comparison to other post-secondary institution, for a number of students, financial aid in the form of scholarship, loan, or work-study is both required and an incentive to continue their education. During 1972-73, such aid administered by CVTI increased slightly to more than \$28,959.00. Of 153 applications, 135 students received aid. Ninety-six students received scholarships including Vocational Rehabilitation; eleven, loans; and twenty-eight, work-study.

Not included above were 35 recipients of \$1400.00 in Social Security benefits and 584 veterans who received an estimated \$151,840.00. Thus, the total financial aid program is much larger than normally thought - almost \$160,000 this year.

Curtailment of federal funds has reduced the College Work Study allotment to only \$13,000 for 1973-74. For the first time, however, more than \$4,000 in Federal Basic Opportunity Grant and Supplementary Opportunity Grant funds have been received. These funds are distributed on the basis of need and need not be repaid.

PLACEMENT: Job placement during 1972-73 consisted of (1) contacting over 300 firms to invite their participation in



on-campus recruitment; (2) advising CVTI staff and students of job openings resulting from more than 628 employer inquiries; and (3) preparing graduating students for job hunting through interview and resume preparations. More than 321 students were referred to these employers through Student Services.

The locally tight labor market places a premium upon trained personnel. No doubt this helps account for the fact that 90 percent of CVTI's graduates are in positions related to their training. This situation also encourages a number of students to work full-time, withdraw from CVTI, and/or postpone enrollment.

Even more effective job placement appears essential. Successful employment establishes needed cooperation with employers, creates greater satisfaction with CVTI among graduates, and certainly assists and eases student recruitment.

ACTIVITIES: Student participation in co-curricular activities at CVTI still appears to be greater than in most institutions consisting of commuting students. Excluding social events, over 400 students participated in the successful programs of student government; annual; newspaper; intramural volleyball, basketball, ping pong, bowling, and chess; intercollegiate basketball, cheerleading, and golf; social service of Circle K and Rotaract; and professional development in Ag Tech, Accounting, and Future Secretaries organizations.

Intercollegiate golf and the establishment of the Circle K Club (sponsored by the Newton Kiwanis Club) were organized



initially this year and both were an outstanding success. The student government project of redecorating the Student Center is another example of student dedication, involvement, and cooperation.

Utilization of the activity fee funds is depicted in TABLE III, RECEIPTS AND EXPENDITURES OF ACTIVITY FEE, 1972-73. Through special contributions from anonymous donors, no curtailment of activities was required. Growth of activities and increased quality of publications will probably be minimal in the near future under the present fixed \$15.00 annual activity fee as inflation increases costs.

TABLE III  
RECEIPTS AND EXPENDITURES OF ACTIVITY FEES, 1972-73

ACTIVITY	INCOME	EXPENDED	BALANCE
Balance Bro't Fwd.	\$ 334.28		
Income, Activity Fees	13,636.80		
SUBTOTAL	\$13,971.08	\$13,038.89	\$ 932.19
Athletics	3,287.29	3,257.20	30.09
Annual	7,525.60	7,324.45	201.15
Newspaper	1,725.00	975.00	749.80
Student Government	4,562.00	3,938.57	623.43
Juke Box	769.00	542.74	226.26
Miscellaneous	538.15	538.15	
Archery	99.64		99.64
Chess	33.02		33.02
Cheerleaders	250.00	206.00	43.96
Chorus	130.00		130.00
TOTALS	\$18,919.70	\$16,782.35	\$ 2,137.35



Lack of a specific individual to direct the program, renewal of scheduled classes during the lunch hour, and limited incentive for instructors to serve as advisors may soon require an evaluation as to the desirability of curtailing or eliminating activities. If students are to be provided these numerous experiences and school spirit developed, a commitment of opportunity, time and personnel is required.

REGISTRATION AND RECORDS: While the registration process has continued to operate, in most cases, quickly and efficiently for the student and instructor, it has, during 1972-73, become increasingly frustrating, time-consuming, and personnel consuming. Contributing factors to the situation appear to be (1) lack of understanding and concern regarding the registration and record maintenance process; (2) the rapid enrollment growth of special and non-credit students; (3) the 42 percent increase in veteran enrollment; (4) the temporary problems created by changing to a new computer system; and (5) limited facilities and space for effective utilization of staff.

Definite improvements made during the year included (1) updating the system, the procedures and all forms; and (2) the provision of part-time clerical personnel who completed the microfilming of all available records. The addition of a full-time veterans service representative and the replacement of a part-time student clerk by a full-time secretary during 1973-74 will further alleviate some of these problems.



## THE STAFF

During 1972-73 the Student Services Staff consisted of three full-time secretaries, one part-time student clerk, and eight full-time professional staff members. One of the latter was employed for only one year under special federal funding. An instructor served as part-time coordinator of intramural and intercollegiate athletics.

Professional growth and community participation were amply demonstrated through active participation in professional organizations, enrollment in graduate courses of study, and involvement in civic organizations and activities.

The staff, as a whole, contributed immeasurably to the successes of the 1972-73 school year. There were, however, problems which prevented full development and utilization of the staff by students, administrative, and instructional staff. Among these was staff resignations. All three full-time secretaries resigned - one due to pregnancy, another to accept another position at a salary increase of \$2,000.00, and another moved from the area as her husband continued his education upon graduating from CVTI. One counselor resigned to begin studies at the doctoral level.

A second difficulty was encountered due to the especially time - and staff - consuming responsibility of directing and publishing the results of the Southern Association Self-Study. Secretarial efforts alone on the project required the full-time



efforts of one staff member for more than three months.

A third difficulty is that of limited facilities. The ability to effectively coordinate and implement staff responsibilities has been adversely affected.

Finally, it appeared that the Student Services staff, because of their commitment to individual development and their orientation to human relations, were not given and did not take full advantage of the opportunities to provide significant input in changing institutional philosophy, policy, and decision making. Keys to CVTI success have been exceptional cooperation of all staff at all levels, and a strong dedication to the total institutional educational program. These characteristics must be preserved as CVTI wrestles with the problems of shrinking student sources, developing new programs of study, inadequate facilities, and a growing staff.



## COMMUNITY RELATIONS REPORT - 1972-73

The Community Relations phase of Catawba Valley Technical Institute continued to undergo major changes during the period from September 1, 1972 to August 31, 1973. In addition to upgrading newspaper coverage of happenings at CVTI, a major emphasis of developing better community relations has been directed toward radio. The focus of newspaper coverage has switched substantially to include more "newsworthy" coverage and to exclude coverage of a trivial nature. During the summer of 1973, a major advertising effort was undertaken for the first time in the history of the Institution, resulting in an expenditure of approximately \$5,500, according to preliminary indications. Apparently, the Community Relations operation of the Institute did manage to do something right during the year, especially in view of the anticipated record enrollment.

By the end of August 1972, approximately two months after the personnel change in the CVTI Community Relations Office, the first "CVTI Today" radio program was broadcast over sixteen radio stations in Catawba and five surrounding counties. The five-minute program, apparently the one of its kind produced by a single institution in the State Community College System,



is heard at various times during the week, both day and night, over radio stations representing a broad cross-section of public taste. The "CVTI Today" network, which has varied from as many as sixteen stations to as few as twelve, depending on station programming and personnel changes, includes "county-and-western" stations, "rock" music stations aimed at young people and stations which program a mixture of old and new music styles in an attempt to reach the category of under 35 adults. Stations carrying "CVTI Today" are located in Hickory, Newton, Lincolnton, Statesville, Mooresville, Granite Falls, Lenoir, Valdese, Morganton, and Taylorsville. The CVTI radio program is patterned somewhat after the "Progress Report" program produced by the North Carolina Department of Community Colleges, a five-minute program heard on approximately two hundred stations throughout the state. There are other institutions in the state Community College System which have radio programs, but none is as broad in coverage area as "CVTI Today". Most community college radio programs, with this obvious exception, have limited their coverage to a single radio station in the community and a few have programs on two or three stations. As of August 27, 1973, "CVTI Today" had been on the air weekly with fifty-two different shows in its first year, absolutely no repeats. An interview program featuring a CVTI student, instructor, administrator or special instructors, "CVTI Today" has taken over much of the



promotion function of the Community Relations effort. Newspaper coverage, on the other hand, has shifted to focus on informing the public by reporting the news of the Institute.

A conscious effort, including many hours of personal contact with editors, has been made to improve relations with all newspapers in the area served by CVTI. An on-going attempt is being made to find out what kind of coverage editors prefer and to get their evaluation of CVTI's current news operation. A special effort has been made to please the majority of editors (because of inherent differences in their publications, it is impossible to please them all) on such matters as appearance and content of news copy, type of news stories offered for publication, frequency of news releases and choice of dates for relasing news. An effort has been made to actively involve serveral local newsmen in the instructional program of CVTI, either by enrolling their relatives, their neighbors or the newsmen themselves. At the Hickory Daily Record, for example, the wife of the news editor is presently enrolled in the Operating Room Technician program, two other reporters recently enrolled in curriculum programs and a third reporter is currently (as of September 1) being considered for a full-time position with the Institute. It will continue to be a firm conviction of the Community Relations Officer that the best public relations travel by word of mouth, and there is no better place to have friends than among the news media



where those friends have the capability of reaching many thousands of people.

Statistically speaking, the Community Relations office released 294 pictures and news articles to the media during the 1972-73 academic year in the effort "to tell the story of CVTI". Slightly over 34.4 percent of this total, or 101 releases, dealt with general or "hard" news about the Institute such as graduations, new staff and faculty, new curriculum programs, students of the month, President's List, student government activities and special visitors. The next largest percentage of attention went to the Continuing Education Division, with 29.3 percent or 86 releases, most of the news releases announcing new non-credit courses. In addition, most of the 89 public service announcements sent to radio stations during the year concerned programs sponsored by the Continuing Education Division. Fifty-five pictures and cut-lines, representing 18.7 percent of the total of 294, were used alone (without accompanying stories) to cover such events as adult high school graduations, presentation of trophies and awards, etc. Totally phased out during the year was the practice of running photos of groups such as classes completing courses in furniture extension work or first aid. However, the Community Relations office has continued to make photographs of such groups for use in company publications. Thirty-nine releases, or 13.3 percent of the total, were involved in covering the CVTI basketball and golf teams during the year, an effort largely aimed at



affecting more noticeable school spirit and comment in the community. Regrettably, only 13 releases, or just 4.4 percent of the total, were devoted to "human interest" features or "success stories", primarily because of the substantial load of other stories demanding attention and the large amount of time required to locate and compose such human interest stories.

The advertising program of the Institution, heavily concentrated during the summer months of 1973, has apparently apid off, but not to its fullest potential. Preliminary indications are that many of the new students entering CVTI this fall were stimulated by the advertising effort to at least investigate curriculum programs in which they were interested. Sharp increases have been reported in inquiries and applications for certain programs immediately following special display ads in the classified section of local newspapers, most notably in upholstering and Operating Room Technician programs. Approximately \$3,500 was spent on newspaper advertising during the summer of 1973, while less than \$2,000 was spent on radio advertising. The greatest single problem with the advertising effort was in trying to select the appropriate media on a business-like basis, avoiding "token" ads as much as possible in some media of questionable value to the campaign. Several media falling into the "questionable" category made overtures to be included in the advertising campaign, one or two complaining loudly. However, all advertising media were



selected on the basis of location, type of audience or circulation offered, mass numbers of people reached and frequency of publication. A special effort was made to select radio stations on the basis of the usually reliable "Pulse Survey ", an annual nationwide survey which records and analyses listenership at various time periods and among certain demographic groups. The major considerations in choosing any advertising medium were in reaching potential students, reaching the most people per dollar and avoiding "overlap in the advertising campaign, unnecessarily reaching the same people with the same message on different media.



## FISCAL AFFAIRS

### INTRODUCTION

As in past years, the fiscal affairs for the 1972-73 year were conducted by the business manager, two accountants, and one assistant. This encompassed responsibility for: financial affairs, physical plant, grounds maintenance, bookstore operation, food service, and inventory control. All funds are audited by the North Carolina Department of Audits and a formal audit report submitted. During the year, one of the accountants resigned to re-enter private industry and the department was fortunate in recruiting the top student in accounting and honor graduate during the year as a replacement.

### I. FINANCIAL AFFAIRS

Current expense funds for the year 1972-73 totaled \$1,733,930 which included ABE and library books from the State of North Carolina and \$221,038 from Catawba County. Eighty-eight point seven percent of funds are provided by the State and 11.3 percent by the County. Current expense funds are predicated upon a set formula for all members of the Department of Community Colleges, while county funds are requested on the basis of need and appropriated by the Catawba County Board of Commissioners after review of all county agency budgets.



The current expense funds received for the 1972-73 fiscal year reflect a 21.3 percent increase from the State Source and a 5.7 percent decrease from the county.

Capital expense funds in the Amount of \$77,535 were appropriated by Catawba County for the following items: air-conditioning for offices, \$4,285; architectural fees for the East Wing Building, \$64,000; land purchase - West side of campus, \$9,250. At the conclusion of the fiscal year, the sum of \$100,000, originally appropriated in prior years for the sewer project, was returned to the county as requested by the County Manager and approved by the Institute's Board of Trustees.

The parking project, funded by the county in the 1971-72 fiscal year, was completed in August of 1972 and all costs defrayed from the previous year's appropriation.

In view of the fact that the Institute's original current expense request was not appropriated by the Commissioners, it was necessary to utilize \$12,918.42 from unencumbered funds from previous budget surpluses to meet the expense requirements during the year.

The Federal government appropriated to the Institute a total of \$46,308 for the fiscal year, broken down as follows: \$23,040 for College-Work-Study Program; \$10,768 for an MDTA (secretarial training) program; \$12,500 for membership in the Appalachian Consortium.



## II PHYSICAL PLANT - GROUNDS MAINTENANCE

A continuing tight labor market contributed to the difficulty in securing custodial employees, although this segment of the staff has stabilized somewhat during the fiscal year under review. Adequate funds for upgrading the pay scale were provided and this undoubtedly has created a more attractive employment situation.

Purchase was made of 6.29 acres of land adjacent to and west of the present campus, bordering on Highway 64-70-321 SE. This property was converted into parking and gravelled to give more stability to the site in bad weather. The project has met with favorable response by the student body. Such an addition thus prepares the Institute with adequate parking facilities, if and when the projected new East Wing becomes a reality. This building will require relinquishing a large gravelled area now being used for parking.

## III BOOKSTORE OPERATION

Total sales for the 1972-73 year were \$93,229 against \$83,967 the previous year. Part of the increase can be attributed to inflation, as textbooks continued to climb, yet a definite surge in curriculum enrollment at night contributed materially to increased sales volume. A new bookstore assistant was employed in the latter part of August 1972, who has proven most satisfactory and works well with a minimum of supervision.



A "buy-back" of used books was again provided with increased offerings by the students this past year, resulting in a larger volume of purchases by the store for resale for the Summer and Fall quarters. This service is well received by the student body.

#### IV FOOD SERVICE

Servomation-Norman, Inc., local unit of the national vending service Servomation, Inc. provides excellent vending machine and food service to the Institute. Vending machines, snack bar, and special catering assignments are provided and well received by the student body and staff. Day and evening service is provided with constant vending service available at all hours. Price increases have initiated a number of times during the year as a result of ever-increasing prices for food items purchased for resale.

#### V INVENTORY CONTROL

A state-directed inventory control system is in effect in the Institute's main office, with department files of inventory cards maintained by each department head. No audit has been conducted in the last eighteen months, due presumably to the heavy workload of the Equipment Division in Raleigh. The faculty members continue to exercise care and control over the equipment entrusted to them.



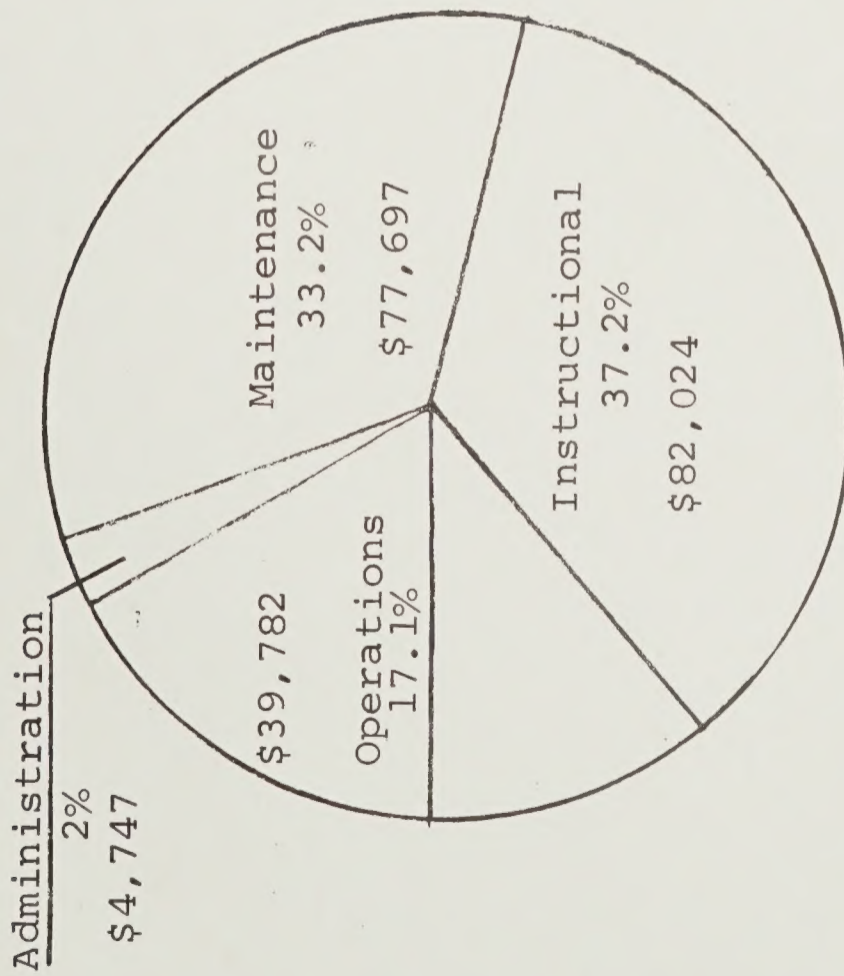
## VI GENERALTORIUM

This entity has proved increasingly valuable to many organizations during the past year. Full air-conditioned, with a maximum seating capacity of 250, and provided with outlets for audio-visual equipment, this all-purpose facility handled a total of 11,825 in audience.

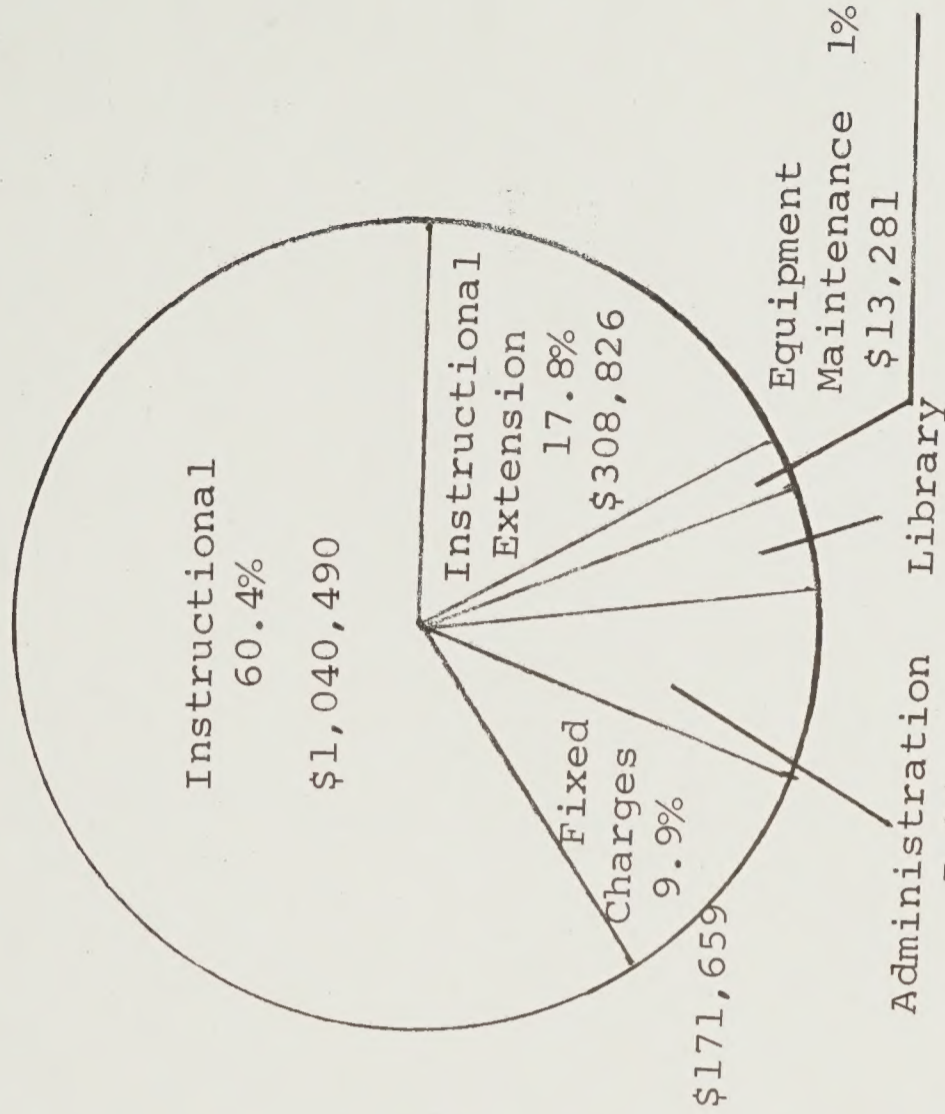
This figure represents a great number of citizens of the Catawba Valley area, involved in workshops, seminars, civic projects for industry and professional people. By such exposure, the Institute comes to the attention of many persons throughout the year who might not otherwise make use of the facility.



CURRENT   EXPENSES



COUNTY      \$233,956



STATE      \$1,733,930





